

Using LinkedIn and 'Cuse Community for Successful Networking

Start with LinkedIn

Begin your search for Maxwell and/or other SU alumni contacts in LinkedIn. Search within the Maxwell School group by the organization name(s) of interest. Make note of the names, titles, and previous work history of the alumni found.

Hint: Search for alumni from your undergraduate alma mater and people who are members of groups and/or organizations of interest (ex: ICMA).

Wrap up with 'Cuse Community

Once you have developed a list of alumni from LinkedIn, use 'Cuse Community to make direct contact with each of them. Search alumni by last name and once you locate the alum, send them a networking email (sample below) that goes directly to their inbox.

While LinkedIn sends a message to their LinkedIn account and relies on an individual checking this account, 'Cuse Community sends a message directly to their active email account and is, therefore, more likely to earn a response.

Sample Networking Email

Dear Mr. Evans,

I found your contact information in the SU alumni community and see that you graduated with an MA IR degree from the Maxwell School. In May I will finish my MA IR and am very interested in pursuing a career in human trafficking. Your work in this field in Sierra Leone is of particular interest to me, and I would welcome an opportunity to talk with you about the work you do and your professional experiences in the field. Would you have time for a brief 15 minute phone call in the coming weeks?

Thank you in advance for your help.

Best regards